

FIRE

The trusted voice of fire & emergency since 1908

No. 1
in the
UK Fire
Sector

FIRE magazine media pack 2021

www.fire-magazine.com

'engage, inform, inspire'

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www.fire-magazine.com

30,500 subscribers

FIRE

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About

UK's leading Fire and Rescue Service magazine

FIRE magazine keeps you up to date with key developments within the sector across ten issues a year.

The trusted voice of fire and emergency since 1908, *FIRE* magazine brings you all the latest news, views, technological, legal and policy developments to affect the Fire and Rescue Service. It campaigns to improve public and firefighter safety by informing, educating, challenging and supporting fire sector progress.

Available in print and digital format, *FIRE* magazine is the UK's only fully subscribed fire journal and is read by key thought leaders and decision makers across all aspects of the fire sector.

Coronavirus Journalism Excellence - Best Comment winner

FIRE magazine's white paper, *Coronavirus: A Five-Step Reset for Fire and Emergency Leaders*, under the headline 'A new architecture for society', was awarded the *Press Gazette's* Coronavirus Journalism Excellence Best Comment - Specialist Media.



Message from the Editor

"As the journalism excellence award highlights, our correspondents and contributors provide thought provoking but impartial coverage and offer real insight into the direction the fire sector is heading

"The only fully subscribed journal for fire and rescue services with a controlled circulation that reaches all of the key decision makers, *FIRE* is the award-winning, market-leading choice of chief fire officers and leaders across the UK"



Andrew Lynch, *FIRE* magazine Editor & Publisher

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Editorial Authority and Trust

FIRE is the trusted voice of the UK fire sector, a position it has maintained for over 100 years. This reputation has been built on a tradition of high journalistic standards, providing readers with comprehensive, independent, serious coverage of all aspects of fire and rescue management.

Thought leadership

In addition to our coverage of ongoing developments in practice, doctrine and training, *FIRE* encourages the expression of diverse points of view from respected sector commentators. *FIRE* provides a forum for different viewpoints from leading figures, regular columnists and specialist guest writers.

All you need is *FIRE*

The only fully subscribed journal for fire and rescue services with a controlled circulation that reaches all of the key decision makers, *FIRE* is the award-winning, market-leading choice of chief fire officers and leaders across the UK.

FIRE is widely regarded in the publishing industry as one of the UK's top specialist titles and is one of the world's longest running fire service magazines.

Highly valued by fire personnel around the globe in offering incisive comment and analysis and the highest standard of journalism excellence, *FIRE* has been recognised during the global pandemic in winning the *Press Gazette's* Coronavirus Journalism Excellence Award for Best Comment.

Twenty-seven thousand reasons why so many decision makers read and rely on *FIRE* magazine...

- Editorial authority and trust
- Support for best practice
- Award-winning journalism
- Latest in thought leadership
- Twenty-seven thousand new Fire and Rescue Service subscribers since the Covid-19 global pandemic
- Campaigning on key issues
- A leading role in industry initiatives
- Wide industry reach
- Valuable tool for personal development



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Readership

FIRE magazine features contributions from and is read by key thought leaders and decision makers across all aspects of the fire sector:

- Members of 50+ UK Fire and Rescue Services
- The Fire Minister and Senior Civil Servants
- CFOA's presidential team and directors
- The Fire Service College
- The Fire Sector Federation
- The Institution of Fire Engineers
- Joint Emergency Services Interoperability Programme Principles and wider blue light service leaders.

As such, your brand will benefit from an increased profile with people who make a major difference to how the Fire and Rescue Service operates across the UK and abroad.

"FIRE provides a fantastic way to share what is happening in the Fire and Rescue Service beyond Suffolk. Every member of our service, regardless of their role, is now able to access a hard copy or digital version of FIRE.

"I want Suffolk colleagues to use the wide variety of Fire Service articles to help them grow and develop in their current and future roles"

**CFO Mark Hardingham,
Suffolk Fire and Rescue Service**

"Bristol Uniforms is a leading designer and manufacturer of specialist firefighting PPE, supplying fire and rescue services in the UK and across the world. For many years, FIRE magazine has helped us to raise our profile amongst key decision makers and thought leaders. The publication is well-respected in the industry and always at the forefront of the latest news, issues and developments"

Bristol Uniforms

Reach

MAGAZINE

Print and digital format
10 issues per year
Fully subscribed circulation
30,500

WEBSITE

News updated daily
Average monthly unique
users 5,851
Average monthly
pageviews 9,790

SOCIAL MEDIA

Twitter 11,500 followers
Facebook 1,450 followers

EMAIL COMMUNICATIONS

Newsletter published
monthly
1,158 newsletter subscribers

Events

Excellence in Fire & Emergency Awards

Every year emergency service chiefs, their teams and services, suppliers and industry supporters get together at the prestigious One Great George Street, London, to recognise and celebrate the achievements of the fire and emergency services. The Excellence in Fire & Emergency Awards applaud innovative working practices, influential leadership, forward-thinking projects and commitment to the values of the fire and emergency services.



Why sponsor the Excellence in Fire & Emergency Awards?

- Have your brand aligned with one of the most prestigious awards ceremonies in the fire and emergency services
- Attend the event itself and be there to celebrate the achievements of the fire and rescue services
- Network with fire services and other organisations at the awards ceremony and lunch
- Have your company logo on all the promotional material before and after the event
- Show your support for best practice within the fire and emergency services

Briefings and training events

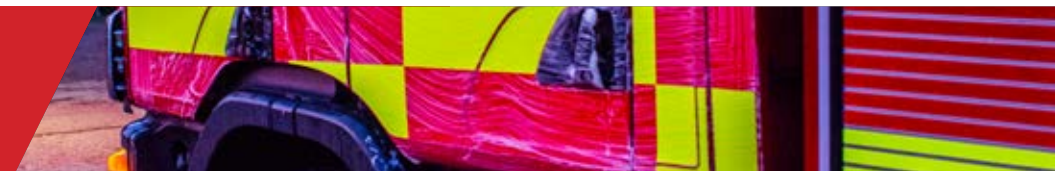
Fire Knowledge runs a series of high-level strategic fire briefings and training courses for the fire and rescue sector, offering unique sponsorship opportunities.

“The fire and rescue services and its dedicated and talented personnel play an outstanding role in ensuring public safety in this country in terms of both prevention and emergency response.

“The FIA and its FIRESA Council are proud to support the Excellence in Fire & Emergency Awards which highlight the achievements of those individuals and teams at the very pinnacle of this vital public service”

FIA





Print advertising rates

Insertions	DPS	OBC	IBC	IFC	Full Page	½ Page	⅓ Page	¼ Page
1	1,995	1,895	1,850	1,850	1,795	1,150	POA	500

Other Promotional Opportunities

Flip Covers, Front covers, Gatefolds, Magazine supplement, Bespoke Packages. Prices and availability available on request

Website advertising

Position	Price	Specification
Leaderboard	£750 p/m	728 x 90 for desktop and tablet, 320 x 100 for mobile
Skyscraper	£600 p/m	120 x 600 for desktop and 728 x 90 for tablet

There are a number of other digital options available, please contact Beverley Rees for more information

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Print advert specifications

DPS

Bleed size: depth 303mm x width 426mm
Trim size: depth 297mm x width 420mm
Text safe area: depth 261mm x width 400mm

Full Page

Bleed size: depth 303mm x width 216mm
Trim size: depth 297mm x width 210mm
Text safe area: depth 261mm x width 190mm

Half Page - Vertical

Bleed size: depth 303mm x width 109mm
Trim size: depth 297mm x width 103mm
Text safe area: depth 261mm x width 87mm

Half Page - Horizontal

Bleed size: depth 152mm x width 216mm
Trim size: depth 146mm x width 210mm
Text safe area: depth 128mm x width 190mm

Third Page - Vertical

Bleed size: depth 303mm x width 78.5mm
Trim size: depth 297mm x width 72.5mm
Text safe area: depth 261mm x width 65mm

Quarter - Vertical

Size: depth 128mm x width 87mm
Bleed: None needed

Quarter - Horizontal

Size: depth 61mm x width 185mm
Bleed: None needed

Artwork

Artwork must be supplied prior to artwork/copy deadline by email to beverley.rees@fireknowledge.co.uk as either Press Quality pdf or jpeg files with all fonts and high-resolution images included.

Minimum image resolution is 300dpi and it must be prepared for CMYK.

Bleed ads must have a 3mm bleed added to all sides.

Issue	Artwork/Copy deadlines
December/January 2021	13th December 2020
Feb 2021	20th January 2021
March 2021	20th February 2021
April 2021	20th March 2021
May 2021	20th April 2021
June 2021	20th May 2021
July/August 2021	20th July 2021
September 2021	20th August 2021
October 2021	20th September 2021
November 2021	20th October 2021

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Forward features 2021

Issue

Features

December/January	Firefighting Technology
February	Personal Development and Training
March	Smoke Alarms and Sprinklers
April	Personal Protective Equipment
May	Command and Control
June	Technology & Innovation
July/August	Emergency Services Show Roundup
September	Personal Protective Equipment
October	Climate Change
November	Vehicles & Ancillary Equipment
December/January	Roundup of 2021/Excellence in Fire & Emergency Awards

Advertising copy deadline is the 20th of the preceding month

Editorial Deadline is the 15th of the preceding month.



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